HandsOn®

January/February
2007

issue no. 1

The Newsletter of the American Massage Therapy Association

Find Success with AMTA's National Locator Service

As Kristen Sykora (NY) stood outside the CBS television studios in the early morning to promote National Massage Therapy Awareness Week®, she had no idea her appearance would directly affect her business. Within 90 minutes of AMTA being featured on *The Early Show*, a prospective client who had seen the segment called Sykora at her office.

The viewer had written down *AMTA's Find a Massage Therapist*® national locator service web address from the banner that appeared on the show and searched online for an AMTA massage therapist in his area. By coincidence he called Sykora, who had been one of the AMTA members on the show.

This isn't the first time Sykora received a call from someone who had used the locator service. "I've been a Professional member for four years and have several weekly clients who found me through the site," says Sykora. "Ninety percent of my business is from word of mouth referral and the AMTA locator service. AMTA has helped me build a successful practice that keeps me very busy."

Members have been telling us about new clients contacting them through the AMTA locator service. We'll be featuring these members to share their success stories with you.

Kristen Sykora (NY), LMT, has several regular clients who found her through AMTA's locator service.

Do you have an interesting story about the locator service you'd like to share? We want to hear from you! Please contact Karla Karapetian, kkarapetian@amtamassage.org or toll-free 877-905-2700, ext. 133, to tell us your story.

2007 Official Election Results

M. K. Brennan (NC) has been elected to the position of AMTA's president-elect. She will serve in that position from March 1, 2007 to March 1, 2008, when she'll assume the office of national president.

Kathleen Miller-Read (WA), who was elected a vice president in August 2006 to fill a vacancy on the board, has been re-elected to a full term. Judy Stahl Boyer (AZ) was re-elected and Julie Wineman (MI) and Nathan Nordstrom (OR) were elected as members-at-large. All will serve two-year terms beginning March 1, 2007.

Garnet Adair (AZ), Maureen P. Hoock (MO), Shirley A. Cooper (CT) and Mark W. Dixon (CA) were elected to the 2007 Commission on Candidacy and will coordinate the candidate search for the 2007 election.

Healing the Pain

If you plan to visit the Windy City of Chicago in the next two years, make sure to schedule a visit to the International Museum of Surgical Science. AMTA is a co-sponsor of the museum's new long-term exhibit called "The Universal Condition: Enduring and Alleviating Pain."

This exhibit documents the history of pain and medical advances developed to alleviate pain throughout the world. Topics range from the ancient use of psychoactive plants to the invention of modern surgical anesthesia.

Visitors will gain insight into the full therapeutic spectrum, which includes massage therapy as a non-drug treatment for chronic pain relief. Massage is also specifically mentioned as an effective approach for easing migraine pain.

In conjunction with the exhibit, the museum and The Hektoen Institute of Medicine will present "Understanding Pain," a series of monthly lectures focusing on topics related to pain management.

On January 30, 2007, Robert King (IL), founder of the Chicago School of Massage Therapy and veteran AMTA member, will participate in a panel discussion called "Alternative Approaches to Pain Care: Art Therapy, Massage Therapy and Acupuncture." By participating as a panelist, King hopes to reinforce the value of massage for controlling and easing pain.

"Intentional touch is as old as pain itself," says King. "Research has been consistently validating what massage therapists have intuitively known—that skillful hands-on therapy reduces pain, eases depression and creates a sense of connection that is vital to health and healing."

Other lecture topics include substance abuse and addiction issues in pain management, the social cost of pain, and ethical issues in pain management. The lectures are open to the public, but seating is limited. To make a reservation call 312-642-6502, ext. 3130, or e-mail marnie@imss.org.

The International Museum of Surgical Science, a division of the International College of Surgeons, is housed in a historic mansion at 1524 N. Lake Shore Drive in Chicago. For more information, visit the museum's website at www.imss.org.

Hands On
The Newsletter of the American Massage Therapy Association

January/February 2007

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Hands On (ISSN 1073-9343), Vol. XVIII, No. 1. *Hands On* is a bimonthly periodical of the American Massage Therapy Association® (AMTA®), 500 Davis St., Suite 900, Evanston, IL 60201-4695, 847-864-0123, or (toll free) 877-905-2700, fax 847-864-1279. Annual AMTA membership dues include $12 for a one-year subscription. Mails at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On,* c/o AMTA, 500 Davis St., Suite 900, Evanston, IL 60201-4695.

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On.* AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

Mission: To serve AMTA members while advancing the art, science and practice of massage therapy.

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PRESIDENT'S LETTER

"The time we've had together is all but gone and spent,
the adventures we've had fantastic and I'm savoring how much you've meant,
in helping me see more clearly who I am and where I'm bound..."
– Anonymous

The Honor of Serving

I keep hold of this quote, as I will the memory of my journey as your AMTA National President, with great reverence. The whole poem was written by a young man who took on the task of leading a group of teenagers on a mountain hike in Snowmass, Colorado. I was 13 years old, and it was my first hike in the mountains. When we stopped for a break our leader read a heartfelt poem from which the quote above is taken. He spoke with such conviction about his gratitude for each of us and his search for what is most important in life. Even now, nearly 28 years later, that one day in the mountains still touches me to my very core. It conjures up in me such clarity of my life's purpose, part of which I have found as a massage therapist.

My passion and commitment to massage therapy began with my experience in receiving massage as a teenager, and continues to grow with each massage I give and receive. I can honestly say I am living my dream of getting up each day and absolutely loving what I do for a living. My love for massage is what inspired me to want others to be successful at this profession which led me to teaching, writing and giving my time to volunteering. While I wish I could convey all I have learned while in the role as AMTA President, there is simply not enough space on this page. I will say that I feel confident that your volunteer and staff team continue to work together with a solid strategic plan, a volunteer development program, government relations program, a professional development plan, an extraordinary communications and media team, a strong chapter system and much more. As the profession continues to go through a myriad of changes, one thing is certain—AMTA is always working for the success of you, the member, and the massage therapy profession.

My wish for you is that you are as successful as you dream to be and that, at some point in your career, you give back by volunteering. For more information on volunteering contact your chapter leadership or Melissa Spani, governance and volunteer development assistant, toll-free at 877-905-2700, ext. 189, or mspani@amtamassage.org. You can also search the Volunteer Development Center in the Members Section of the AMTA website.

With much gratitude,

Mary Beth Braun
AMTA President

Convention in Atlanta Builds Competency, Friendships

This year more AMTA members than ever before came to meet, mingle and learn at the 2006 National Convention in Atlanta. Approximately 1,170 convention-goers gathered to "quench their thirst for knowledge" with 36 continuing education sessions.

At the annual business meeting and awards ceremony, both AMTA President Mary Beth Braun (IN) and AMTA Executive Director Elizabeth M. Lucas, CAE, gave speeches welcoming members to Atlanta. Education was definitely in the forefront this year. As Lucas said in her speech, "This year 'Quench Your Thirst for Knowledge' is the perfect theme, because we offer more continuing education classes than ever.... You can count on this convention to help build professional competency."

Continuing the theme of professional competency, this year marked the first time that the Council of Schools Teachers Conference was included in the convention. The conference offered education sessions designed for massage therapy educators. Several sessions were targeted for instructors at different levels of experience, but all were open to registered convention attendees.

When they weren't engaged in education sessions and meetings, attendees could browse current research in massage therapy at the Massage Therapy Foundation's poster session. This year's posters explored the uses of massage for hospital patients from admission to rehabilitation, for mothers and children from pregnancy to infancy, and for complementary treatment of injuries and genetic disorders.

Attendees were able to network with colleagues in a fun and relaxing setting and build and renew friendships at a variety of social mixers. They could also explore the offerings of 110 industry exhibitors in the largest AMTA Exhibits Marketplace ever. Extended exhibit hours gave visitors plenty of time to learn about the many products and services on display.

Not only was this the biggest convention so far, it also earned the most positive responses. As one attendee commented, "Excellent presentations; I enjoyed every one I attended. A+ to all!" You can view some of this year's highlights in the online photo album when you log in with your member ID and password at the Members Section of the AMTA website, www.amtamassage.org/member.

Finally, the official banner was passed from the Georgia Chapter to the Ohio Chapter, which will host 2007's convention in Cincinnati. If you didn't have the chance to join the crowd in Atlanta, start making your plans now for Cincinnati, September 26–29, 2007!

Above: AMTA President Mary Beth Braun (IN) presents Massage Therapy Foundation President Diana Thompson (WA) with a ceremonial check for AMTA's annual financial support of the foundation.

Right: 2005 Perlinski Teacher of the Year Ruth Werner (UT), Myotherapy College of Utah, presents the 2006 award to Dianne Polseno (RI), Bancroft School of Massage Therapy.

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2006 National Award Recipients

Arizona Chapter
National Chapter Growth Award

Tennessee Chapter
National Best Chapter Website Award

Harold E. Achille (New York)
National Outstanding Newsletter Award

Connecticut Chapter
National Outstanding Sports Massage Team Award

Lee Stang (Connecticut)
National Sports Massage Achiever Award

William S. Leigh (Hawaii)
[posthumously]
National Humanitarian Award

Montana Chapter
National Government Relations Committee Award

Xerlan Geiser (Oklahoma)
National Government Relations Activist Award

Dolly A. Wallace (Government Relations)
National Outstanding Committee Chair Award

Governance
National Outstanding Committee Award

Wayne Anthony Pakulis (Iowa)
National Meritorious Award

Carolyn Talley Porter (South Carolina)
National Distinguished Service Award

Diana Lynn Thompson (Washington)
National President's Award

Chapter Meritorious Award Winners

State	Name
Alabama	Karl L. Crowe
Arizona	Lillian Hackett
California	Jim Stern
Colorado	Robert E. McAtee
Connecticut	Marilyn R. Holt
Florida	Jacqueline P. Kincaid
Georgia	Joan Nichols
Hawaii	Anne Buquing
Idaho	Tamra T. Roth
Illinois	Michael A. Hovi
Indiana	Michael B. Reynolds
Iowa	Wayne Anthony Pakulis
Kansas	Paul J. Foley, III
Kentucky	Katherine Cooper Warner
Louisiana	Kris Bryant Thibodeaux
Maine	Emily Rice
Massachusetts	Mary White
Maryland	Virginia L. McKibbin
Michigan	Janice M. Lang
Minnesota	Diane F. Kreuger
Mississippi	Michael Scott Parker
Missouri	Juliet Mee
Montana	Julie C. Adair
Nebraska	Kristie L. Mayne
Nevada	Billie J. Shea
New Hampshire	Darlene Nadeau
New Jersey	Dorothea Virginia Atkins
New Mexico	Virginia Anthony Barrow
New York	Harold E. Achille
North Carolina	Joy Farley
North Dakota	Stacey Ryan
Ohio	Lowell M. Windon, III
Oklahoma	Xerlan Geiser
Oregon	Ted Adams
Rhode Island	Becky A. Ellsworth
South Carolina	Charlie V. Stricklin, Sr.
South Dakota	Kristine M. Skorseth
Tennessee	Maj-Lis Nash
Texas	Teresa S. Irvin
Utah	Therron Ricks
Vermont	Nancy Lee Tellier
Virginia	Richard P. Rieger
Washington	Diana Lynn Thompson
West Virginia	Derenda Weekley
Wisconsin	Elizabeth C. Krizenesky
Wyoming	Brenda J. Bush

fingerprints

National Massage Therapy Awareness Week Spreads the News on Massage

Each year National Massage Therapy Awareness Week® (NMTAW) informs more people about the benefits of massage and the advantages of choosing an AMTA massage therapist. This year was no exception, with AMTA featured on national TV, radio and on the web. Here are some of the highlights of our national exposure in 2006!

The Early Show on CBS

The National Office coordinated the appearance of more than 20 AMTA members on CBS's *The Early Show* during an outdoor weather segment break. Members made their national television debut by braving the cold weather and early call time to promote AMTA and massage to millions of viewers across the country. AMTA signs and banners were shown four times during the segment and made a good impression on the hosts of the show, who came outside several times during commercial breaks to talk with members about the benefits of massage.

National Radio News Release

A radio news release featuring AMTA President Mary Beth Braun (IN) was broadcast during NMTAW to more than 5 million listeners on more than 800 radio stations throughout the United States. The radio spot focused on the benefits of massage and the importance of choosing an AMTA massage therapist.

Healthy Talk Radio on Sirius Radio

AMTA was a feature on Healthy Talk Radio with Deborah Ray, a Sirius satellite radio program on the Lime network. The show interviews top experts on alternative and conventional medicine topics. AMTA Vice President Kathleen Miller-Read (WA) spoke about the benefits of massage and the importance of finding a qualified massage therapist. *AMTA's Find a Massage Therapist*® national locator service was highlighted during the show and was linked on the show's website during the following week.

Consumer Survey Featured on the Internet

The results from AMTA's 2006 consumer survey were featured on the front page of HealthNewsDigest.com, an e-mail newsletter and website that delivers the latest health news to approximately 30 million readers a week. Two articles on the survey also appeared on About.com, a website devoted to offering practical advice and solutions for everyday life to more than 29 million people. United Press International, a news service that provides information to media outlets worldwide, picked up the survey results and posted them on their website during NMTAW.

AMTA members from New York and Connecticut gathered to promote NMTAW on The Early Show *on CBS.*

As always, AMTA chapters and members made this a very successful week. Look for more highlights of NMTAW activities across the country in the March/April issue of *Hands On*. To report how you celebrated NMTAW, please contact Karla Karapetian at kkarapetian@amtamassage.org or toll-free 877-905-2700, ext. 133.

Give Service to Your Profession—Volunteer for Your National Board

AMTA is looking for members to run for election to the National Board of Directors. To learn more about the length of terms, roles and responsibilities please check out our website at www.amtamassage.org/member/nominations.html; to request a candidate application packet, contact Gail Friedman at gfriedman@amtamassage.org or toll-free 877-905-2700, ext. 168.

You can also request information by writing to:

2007 Commission on Candidacy
AMTA
500 Davis Street, Suite 900
Evanston, Illinois 60201-4695

Healthcare Providers Services Organization is New Member Insurance Provider

AMTA is pleased to introduce Healthcare Providers Services Organization (HPSO) as the new exclusive professional and general liability insurance provider for members, beginning January 1, 2007.

HPSO/AIS currently services more than 100 nonprofit clients and is a proven leader in developing, managing and administering association insurance programs. HPSO also has an excellent reputation and a commitment to superior customer service.

To ensure a seamless transition, your insurance coverage will automatically switch to the HPSO program with your 2007 membership renewal. As long as your membership is renewed on time, you'll have no lapse in coverage.

Your professional liability insurance coverage through HPSO will continue at $2 million per incident and $6 million in aggregate annually. Other coverages under HSPO will include license protection, legal defense, personal injury and workplace liability, to name just a few.

Look for detailed information about HPSO in your 2007 membership renewal packet. If you have questions about the new insurance coverage, call AMTA Member Services toll-free at 877-905-2700.

Get the Card that Gives Back to Your Profession

We've recently enhanced a benefit of your membership with a no-annual-fee American Massage Therapy Association Platinum Plus® MasterCard® credit card with WorldPoints™ rewards.*

With this new card you'll earn one point for every net retail dollar you spend toward:

- Unlimited cash rewards.
- Tickets on major U.S. airlines with no blackout dates.
- Car rentals and hotel stays in the United States.
- Brand-name merchandise.

Plus, double, triple and quadruple points can be earned at participating merchants, and redemption can begin with as few as 2,500 points.

What's more, the card that rewards you also supports the ongoing work of your association. Each time you make a purchase with your card, a percentage goes back to AMTA to support its mission at no additional cost to you!

You can apply online at www.amtamassage.org by going to the benefits page of the Members Section. Or, call toll-free at 866-438-6262. Please mention priority code FAAGIU when speaking with a representative to apply.

*For information about rates, fees, other costs and benefits associated with the use of the AMTA credit card, call the toll-free number above or visit the website listed above and refer to the disclosures accompanying the online credit card application.

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Deadline February 1 for AMTA Position Statement Proposals

The deadline for submitting an AMTA position statement proposal to your delegate to be considered in 2007 is February 1, 2007. Guidelines for submission are available in the Members Section of the AMTA website at www.amtamassage.org/member/positionintro.html.

Save up to 30 Percent in AMTA's Shopping Mall

To provide you with yet another benefit of membership, AMTA now offers a variety of massage products and accessories in the newly redesigned online Shopping Mall.

The Shopping Mall offers a wide selection of massage supplies and accessories at discount prices. Recent additions include Oakworks tables, chairs and accessories; Bon Vital and Soothing Touch oils, lotions and creams; China Gel topical pain gels; Real Bodywork creams; hot stones and music CDs. All product lines were carefully chosen for their relevance and value to massage therapists and in keeping with AMTA's mission of serving our members' needs.

We're committed to providing you with a one-stop shopping experience for all your massage supply needs. AMTA is working on adding many more products in the near future.

Remember that members always receive a discount off the regular price. Log in and shop today at www.amtamassage.org/shoppingmall!

Answer Your Questions with AMTA's Professional Development Tips

Whether you need advice on start-up expenses, being an employee or independent contractor, or just basic financial management, AMTA's Professional Development Tips are your online information resource. You can use the tips to keep in touch with career growth and business development skills every day of the year.

The tips web page offers more than 75 online lessons to choose from, organized into five main categories to make it easy for you to locate the topics you want: The Massage Therapy and Bodywork Profession, Launching Your Career, Managing Your Practice, Marketing Your Practice, and The Client Connection.

These tips are available only to members, so you'll need to log in with your member ID and password to view them. You can link to the Professional Development Tips from the Massage Information Center, www.amtamassage.org/infocenter, or from the Members Section of the AMTA website, www.amtamassage.org/members.

No matter how much education or practical experience you have, there are always new questions and challenges that crop up as your career progresses. Find the answers you need with AMTA's Professional Development Tips!

Babies Can Benefit from Massage

You're never too young for your first massage! A new review of nine controlled research studies suggests healthy infants can experience the same stress-relieving benefits from massage as adults.

The studies reviewed were conducted on almost 600 normal-term infants, no more than six months old. Massage frequency and duration varied from only once for a few minutes to daily 30-minute massages for two weeks. There was also a difference in the type and amount of massage training received by the adults who massaged the children.

While the review finds massage had no measurable effect on infant growth, it does provide some evidence that massage improved parent-infant interaction, sleep and relaxation and reduced crying among the infants. One of the studies suggested massage could affect the release of the hormone melatonin, "which is important in aiding infants' sleeping patterns," says Angela Underdown of the University of Warwick in Coventry, England, leader of the review group.

The authors conclude that "these findings may be sufficient to support the use of infant massage in the community, particularly in contexts where infant stimulation is poor." The review was published by The Cochrane Collaboration, an international organization that evaluates medical research, and appears in the latest issue of the *Cochrane Library*. For more information, please visit www.cochrane.org.

To read more on the benefits of massage for infants, just turn to your Winter 2006 issue of **mtj**! The issue features "Tender Touch," an article exploring the positive effects of massage for infants and young children. The article includes trials conducted at the Touch Research Institute at the University of Miami School of Medicine that support the advantages of including massage in babies' overall health care. To access the article online, go to www.amtamassage.org/mtj.

More Consumers Now Seeking AMTA Members

AMTA research has shown that Internet searches and word of mouth are how most people learn about and look for a massage therapist. That's why we're advertising on the most-used search engines and in national magazines to attract consumers to *AMTA's Find a Massage Therapist®* national locator service and to AMTA members for massage.

Since our first full-page magazine ad appeared and we began search-word-related links on Google™, the number of actual searches on AMTA's locator service has grown every month, from 25,200 searches in August to 40,400 in September and 48,300 in October. AMTA will continue advertising into 2007 and tracking how many people click through to search for members.

The ads in *Health, Fitness, Body+Soul, Shape* and *Working Mother* magazines show real massage therapy clients and their AMTA massage therapists. Internet ads on WebMD®, Google, Yahoo® and DrWeil.com send people searching keywords like "massage" and "massage therapist" to search for an AMTA member with a click of the mouse. Take advantage of this attention by displaying your AMTA membership certificate and the AMTA logo where consumers can see it. Use the logo in your own advertising.

If you're a Professional member, don't forget to enter or update your listing in the locator service by calling Member Services toll-free at 877-905-2700 or visiting www.findamassagetherapist.org.

AMTA, IHPC Partner on Low Back Pain

At the annual meeting in October 2006, the AMTA Board of Directors approved financial support for the Integrative Healthcare Policy Consortium (IHPC) to begin the process for the National Institute of Health (NIH) to hold a new consensus conference on massage for low back pain.

It's been more than 10 years since the NIH conducted a consensus conference on treatments for chronic low back pain. At the last conference, the expert panel concluded that research supported the use of chiropractic care for low back pain, but too little evidence existed to assess whether massage was beneficial.

In the last seven years a number of studies on massage for low back pain have shown that massage is beneficial for people with low back pain. Although this research has been published in prominent peer-reviewed journals and other outlets, it has not had the impact on policy that it should.

To move policymakers into action, the IHPC plans to start a process to request a conference. This conference should take place in 18 to 24 months. The long-term goal is a federal statement that indicates massage is effective for low back pain.

If the conference goal is reached, AMTA believes Medicare and Medicaid may have enough data to justify the coverage of massage for low back pain. Because Medicare and Medicaid coverage influences what health insurance companies will cover, massage for low back pain may become widely accepted by the health care community.

AMTA is always working to improve the integration of massage therapy into a variety of settings, while creating better practice environments for massage therapists. Relationships such as the one with IHPC will help us realize this goal for our members and for the profession.

Learn to Spot E-mail Scams

In recent months many Americans, massage therapists included, have been the targets of attempted e-mail scams. AMTA wants you to know what to look for to protect yourself from these swindles.

A common scam is one in which someone sends you an e-mail from a foreign country, claiming to be planning a visit to the United States, and wants to schedule a series of massage sessions. After you set a price, this person sends a cashier's check for far more than the cost of the sessions and asks you to return the difference. Unfortunately, the check is a fake.

Even though your bank may tell you the check has cleared, it actually takes your bank several weeks to discover the fraud. By then, you've lost the amount sent as a refund, and the bank requires you to repay the entire amount of the check.

The Federal Trade Commission gives practical tips on what to look for and how to protect yourself from e-mail scams or other forms of computer misuse. You can educate yourself about them at http://onguardonline.gov. And remember, it's always good business practice to trust your instincts. If an offer sounds too good to be true, it probably is.

AMTA urges you to be careful opening e-mails from people you don't know. If someone claiming to be affiliated with AMTA contacts you and it seems suspicious, please don't hesitate to check with the AMTA National Office toll-free at 877-905-2700 or by e-mail at info@amtamassage.org.

MASSAGE THERAPY FOUNDATION

The Massage Therapy Foundation is pleased to announce the 2006 grant recipients

To read summaries of these projects, please visit www.massagetherapyfoundation.org.

Research Grant Recipients

David M. Steinhorn, MD
Children's Memorial Hospital, Chicago. "Evaluation of the Effects of Five Minute Foot Massages on Physiological Measures." *Sponsored in part by a grant to the foundation from BIOTONE*. $19,997.

Stuart J. Warden, PhD
Indiana University, Indianapolis. "Tissue-level Efficacy of Cross-fiber Massage Following Ligament Injury." $19,253.

Community Service Grant Recipients

Robert Saper
Boston Medical Center, Boston. "Therapeutic Massage for Cancer Patients at Boston Medical Center." $5,000.

Nancy Keeney Smith
Florida School of Massage, Gainesville, Florida. "Therapeutic Massage for Pediatric Burn Survivors." *Sponsored in part by a grant to the foundation from BIOTONE*. $4,998.

Shawnee Smith
The Heart Touch Project, Santa Monica, California. "Heart Touch Outreach Program." $5,000.

Elizabeth Sommers
Pathways to Wellness, Inc., Boston. "Win Win Hands On." $4,860.

Dein Vindigni
Royal Melbourne Institute of Technology, Melbourne, Australia. "The Broader Benefits of Tactile Therapies beyond Managing Pain and Disability." $5,000.

Massage Therapy Foundation Announces Recent Volunteer Publications

The Massage Therapy Foundation congratulates its distinguished volunteers on their publications.

Bodhi G. Haraldsson of the Massage Therapist's Association of British Columbia is a volunteer on the foundation's Practitioner Case Report Contest Committee. Haraldsson recently co-authored a review article titled "Massage for Mechanical Neck Disorders." The objectives of the article were twofold: to assess the effects of massage on pain, function, patient satisfaction and cost of care in adults with neck pain; and to document adverse effects of massage treatment. The article is indexed at the Cochrane Database of Systematic Reviews and can be viewed at www.mrw.interscience.wiley.com/cochrane/clsysrev/articles/CD004871/frame.html.

Other contributors include **Cynthia Myers, PhD**, who is a volunteer on the foundation's Research Grant Review Committee, and **Jeanette Ezzo, PhD**.

Karen Sherman, PhD, a previous volunteer for the foundation's "Highlighting Massage Therapy in CAM Research Conference" Scientific Review Committee, recently co-authored an article titled "Development of a Taxonomy to Describe Massage Treatments for Musculoskeletal Pain." Other contributors to this study include Massage Therapy Foundation President **Diana L. Thompson, LMP, Marian W. Dixon, LMT,** and **Daniel C. Cherkin, PhD.**

The objective of this study was to develop a taxonomy to describe what massage therapists actually do when giving a massage to a patient with musculoskeletal pain. The article is indexed at BioMed Central and can be viewed at www.biomedcentral.com/1472-6882/6/24/abstract.

To learn more about volunteering for the foundation, please visit www.massagetherapyfoundation.org/found_leadership.html.

States Require License Numbers in Locator Service

Recently, the AMTA National Office contacted all the state licensing boards regarding their requirements for listing member information in *AMTA's Find a Massage Therapist®* national locator service.

The following states currently require AMTA Professional members to include their massage therapy state license number with their online listing in AMTA's locator service:

- Washington DC
- Alabama
- Arizona
- Delaware
- Florida
- Hawaii
- Louisiana
- Missouri
- Mississippi
- North Carolina
- New Mexico
- Nevada
- Oregon
- Rhode Island
- South Carolina
- Texas
- Utah
- Virginia
- Washington
- Wisconsin

If you are licensed in any of the states listed above and do not have your license number included in your listing in the locator service, please contact the National Office toll-free at 877-905-2700 and press 2, or e-mail us at info@amtamassage.org to provide us with your state license number.

Help the Massage Therapy Foundation make a difference in the lives and health of others.

All of the foundation's efforts are made possible by charitable donations. If you'd like to support the foundation by making a gift, please donate online at www.massagetherapyfoundation.org or call 847-869-5019.

education

2007 Calendar

January 25–27
AMTA Council of Schools Leadership Conference and Annual Meeting
Las Vegas, Nevada
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

March 3
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 2
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 12–15
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 25
AMTA Board of Directors Meeting
Cincinnati, Ohio
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 26–29
AMTA National Convention
Cincinnati, Ohio
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 21–27
National Massage Therapy Awareness Week
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

Upcoming Deadlines

February 18, 2007 – May/June 2007
April 18, 2007 – July/August 2007

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:

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ho07jf 55M0107 Printed on recycled paper

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AMTA's Center for Continuing Education site, www.amtamassage.org/cont_edu.html, is expanding to meet your professional educational needs. Easily reached from both the member and nonmember sections of the AMTA website, the center organizes information and resources so they're always just a click away for busy massage therapists.

When you click on "Continuing Education" on the AMTA home page, here's what you'll find:

- Helpful links to AMTA continuing education policy and FAQs about CE contact hours.
- Onsite Training—National and local classroom course information for professional students and presenters.
- Online Training—AMTA online courses, new **mtj**™ (Massage Therapy Journal®) courses, and the Professional Development section (for members only). If you need ethics courses to meet licensure requirements, be sure to follow the "Courses" link at www.amtaonlinetraining.org to see the complete catalog.
- Education Resources—Books, CDs and packaged training available at special discounts for AMTA members, directly from AMTA's publishing partners or through AMTA's Shopping Mall, www.amtamassage.org/shoppingmall.

Bestselling titles include:

- *Body Mechanics and Self-Care Manual*, by Marian Wolfe Dixon and *Tappan's Handbook of Healing Massage Techniques*, by Patricia J. Benjamin and Frances M. Tappan, both from Pearson Education, Prentice Hall.
- *Advanced Myoskeletal Techniques Home-Study Course* (20 CE contact hours), by Erik Dalton, Freedom from Pain Institute.
- *Myofascial Release Manual*, 3rd edition, by Carol Manheim, from Slack Incorporated.
- *Marketing Massage: How to Build Your Dream Practice*, by Monica Roseberry and *Theory and Practice of Therapeutic Massage*, by Mark F. Beck, both from Thomson Delmar.

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Hands On
The Newsletter of the American Massage Therapy Association
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